



# NIH Communication Plan: Implementation Update

John Burklow, NIH Communications Director  
NIH Advisory Committee to the Director  
June 2, 2006





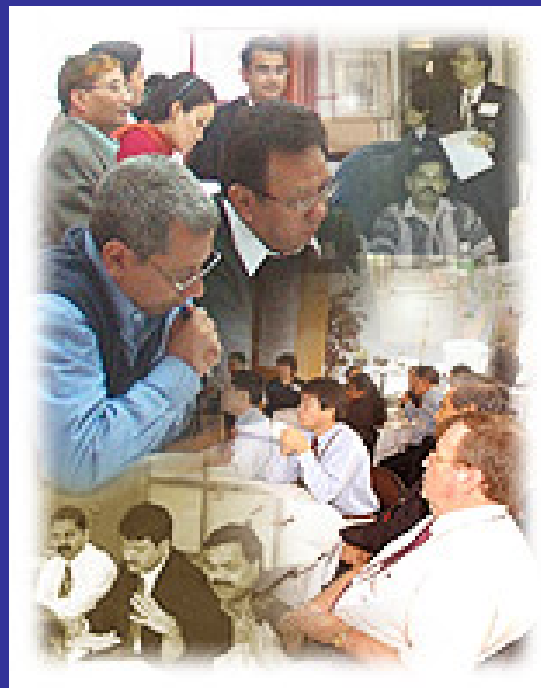
## Communication Goal

- To increase awareness of the tremendous benefit received by every American from the public investment in biomedical research, and of the role research will play in transforming medicine in the 21<sup>st</sup> Century



# NIH Commitment to Communication Goal

- To be fully and actively responsive to questions raised by grantees, stakeholders (including professional organizations and disease-centered groups), press, policymakers, legislators, and opinion leaders (and their staffs) at the national, state, and local levels







# Audiences

- NIH Leadership and Staff
- Scientific community
- Members of the public actively interested in health issues
- Media/reporters
- Constituency/Patient advocacy organizations
- Health care provider and payer organizations
- Biomedical Industry





## Message Concept

The role of NIH in fighting disease,  
saving lives, improving people's lives...  
*there's no better investment*



*NIH: Transforming Medicine Through  
Discovery*



## Secondary Message Concepts

- NIH invests in research throughout the country, in every state of the union
- NIH contributes to the training of almost every biomedical scientist in the country
- NIH is known worldwide for its accurate, reliable, up-to-the minute health information
- NIH supports discovery not likely to be supported by other research sectors



## Overall Strategy (The Big Picture)

- Fact based, people-focused
- Draw a clear connection between science discovery and the health of the nation
- Tell real stories about real people (both patients and scientists)-the impact of disease and the life-changing, positive effects of NIH research
- Sustain constant, compelling, communications activity over the long-term
- Institutionalize pro-active, dynamic communications with the public, stakeholders, grantees, Congress, etc.





## Action Steps

- **Resources, Presentations, Media**

- Talking points; PowerPoint slides; newsletter from NIH Director; enhanced resources for the press
- New web site: "Research Results for the Public" - fact sheets, background on NIH funding trends; testimony; slides; NIH Funding in Your State, etc., coordinated with IC web pages
- Dr. Zerhouni "On the Road:"- Councils, Societies, etc.
- Proactive press: pursue media opportunities; work with local TV and radio affiliates; develop opinion pieces; coordinate with ICs on proactive media; daily segments on WTOP and XM Radio; podcast





## Action Steps (cont'd)

- **Resources, Presentations, Media**
  - Regional research festivals with universities and other stakeholders
  - Media Interviews; editorials from NIH Leadership
  - Reach out to health care provider organizations, including a quarterly magazine that will be sent to every physician's office in the country (in partnership with NLM and the FNLM)



Trusted Health Information  
from the National  
Institutes of Health

# NIH MedlinePlus

Summer 2006  
the magazine

medlineplus.gov

## Winning the Race

Lance Armstrong  
Shares His Struggle  
To Survive Cancer...  
and Thrive!

## Beware America's Silent Killer

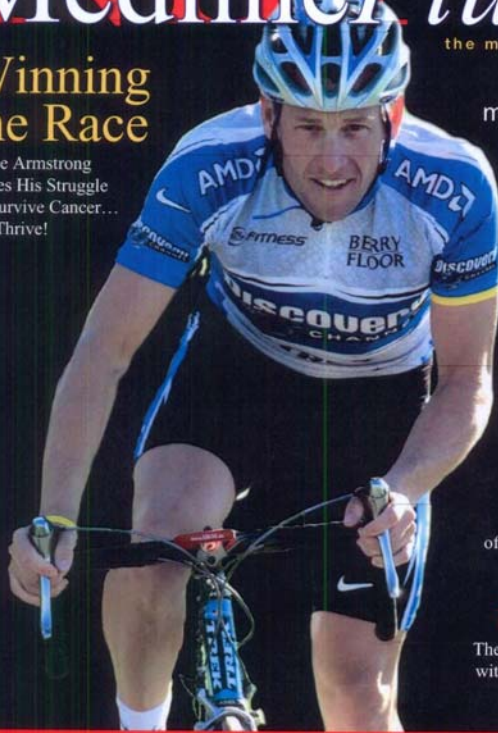
Detecting and  
Managing High  
Blood Pressure

## Achoooooo!

This Is the "Season  
of the Itch"—What You  
Can Do About It

## Dream Robber

The Challenges of Living  
with Parkinson's Disease



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## Action Steps (cont'd)

- Capitol Hill briefings in Washington and responsive visits across the country about NIH impact on public's health
- Responding to questions with in-depth, face-to-face visits by IC Directors
- Quarterly report to Congress on NIH progress and developments





## Action Steps (cont'd)

- **Develop content for the NIH message**
  - Verify facts; develop a regular pipeline of information ready for dissemination including grants-related, science-related and outcomes fact sheets
  - Develop Standard Operating Procedures for gathering information on NIH advances and initiatives



## Extramural Scientific and Umbrella Organizations

- Work with scientific member organizations to provide communication strategies and resources to assist scientists in becoming active communicators, not only about their own research advances, but the value of the biomedical research enterprise and its impact on people's lives



## Media Results: NIH Mentions in the Press

- April 13 - April 19, 2006 255 mentions
- April 20 - April 26, 2006 322 mentions
- April 27 - May 3, 2006 407 mentions
- May 4 - May 10, 2006 382 mentions
- May 11- May 17, 2006 450 mentions
- May 18- May 24, 2006 508 mentions





## Leadership

- Dr. Zerhouni, Dr. Kington, and IC Directors
- (Lead) OCPL and John Burklow
- OER Dr. Norka Ruiz Bravo
- OLPA Marc Smolonsky
- OSP Dr. Lana Skirboll
- Advice from OGC and OMA and OIR



# ***The National Institutes of Health...***

***Transforming Medicine  
Through Discovery***